IA 1502.01A US   PATENT
USSN: 09/296,202   Art Unit 2161

CLEAN VERSION OF REPLACEMENT PARAGRAPH

IN THE SPECIFICATION:

Please replace the paragraph beginning on page 33, line 17, with the following rewritten paragraph:

--Figure **5** is a block diagram of a user experience in accordance with a preferred embodiment. The BCA number **503** is burned/added onto DVD **505**. When the DVD is placed into a consumer's computer **510**, InterActual's software automatically reads the BCA number and passes this information to the web server. The BCA information is passed to the web server, running an ISAPI extension **540**, using either HTTP or FTP protocol **515**. The information can be passed from a local "client" application, or an applet or ActiveX-type control can be downloaded from a web site that passed this information to the web server. The information is currently passed using an HTTP POST command using the syntax shown below.--

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